

Scenarios

#1

User Type

Novice Gardeners: He is interested in gardening but hasn't started. He gets inspired by seeing gardening works from experts. He also plans to start gardening soon with some guidance.

User Needs

1. Even though he enjoys looking at the other people's work, he struggles to find a way to save and keep track on his favorite ones.
2. He is interested to start gardening. But he is not sure which garden starter kit works best for his garden. He also wants to ask questions about the current state of his garden, and struggle to get an advice from local experts.

Scenarios

1. He gets inspired by looking at gardening pictures and explanations from advanced gardeners on Gardenio. He already saved some of them and also decided to follow some accounts.
 2. "How to start gardening" is shown on the home screen, so he clicks it and starts taking a course about it. He reads a couple of articles with many pictures and buys a starter kit on the shopping page.
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#2

User Type

New Gardeners: He has already started gardening few months ago but been facing difficulties including plant diseases and poor soil condition. He needs help from other people and also is motivated to learn more by himself.

User Needs

1. He encounters problems for his plants, and so he wants supports and advices from experts.
2. He hopes to get connected to local experts so that he can figure out the problems and solutions together
3. To prevent the same problems from happening, he wants to learn about plant diseases by himself

Scenarios

1. He asks questions about the plant diseases on the Gardenio forum to seek some advice with the answerer's experiences
2. To make some local connection and also learn new skills, he looked up some local Gardenio workshops, and decided to attend one of them.

3. He decides to take an online course and keep learning at his own pace. He starts taking the intermediate courses about plant diseases which he has struggled with. (because he already knows the basics of gardening)

#3

User Type

Expert Gardeners: He is proud of his knowledge on gardening. He wants to show his achievement for reputation and hopefully get paid for his professional advice. He is also interested in helping others enjoy gardening together.

User Needs

1. He wants to have a place to show his achievements and get some reputation.
2. He wants to help other people grow plants in his neighborhood to increase his expertise even more.

Scenarios

1. He receives an invitation from a Gardenio staff to join the community. Then, he decides to download the app. He posts some picture from his garden as achievement on the Gardenio page, and receives "likes" from users
2. A user tweets her problem on the Gardenio twitter page, and so he replies. Then, she sends a message on the chat function, and they have conversations about her problem. They decide to meet in person to investigate the problem together in her garden.